Roberta De Sanctis

MARKETING

FELLOW
Marketing Management

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Biography

SDA Fellow

MBA, SDA Bocconi, Milan, Italy, 2000

Degree in Political Sciences, University of Rome, 1995
School for interpreter and translator, Rome, 1992

Contract Professor; Responsible of Corporate Relationships for Master MiMeC (Master in Marketing and Communication) - Bocconi University

Research Interests: Business to Business Marketing, Communication, Retailing, “Fine Food & Beverage” Markets

Latest publications

CIRRINCIONE A., DE SANCTIS R., PITARDI V., REA A.
The perceptions of millennials in the italian wine purchase experience: an application of the Zaltman metaphor elicitation technique
International Conference on Innovation & Trends in Wine Management, 22 June, 2012, Dijon, France